

Appendix G

PUBLIC AFFAIRS OFFICE

1. Directs and implements the Division public affairs program.
2. Serves as primary agent to communicate to the public the policies and viewpoints of the Commanding General and Division Engineer on matters pertaining to the work of the Pacific Ocean Division (POD), U.S. Army Corps of Engineers (USACE), and is the primary spokesperson to the news media. Public Affairs Office (PAO) may call upon other members of the staff to provide technical information to the media.
3. Advises the Commanding General and Division Engineer and key staff on public affairs matters.
4. Maintains effective relations with news media and organized groups who use information about POD activities or who plan information programs. Responds to media and public inquiries regarding POD people, programs, and activities.
5. Exercises staff supervision over District public affairs programs and maintains liaison with Districts to monitor local and regional issues with potential for national interest.
6. Researches, writes, edits, and disseminates news and feature articles for public release. Arranges for speakers to interested groups, serves as liaison with speakers, and edits manuscripts.
7. Arranges/coordinates media interviews for the Commanding General and Division Engineer and key staff members.
8. Coordinates with Information Management and Logistics Management, through either District-provided or outside contract, the development and set-up of public displays and exhibits portraying POD.
9. Plans, coordinates, and supervises production and dissemination of public and command information material such as brochures, pamphlets, newspapers, information bulletins, and videotapes. Services are normally procured through either District support or outside contract.
10. Maintains liaison with other federal, state, and local agency public affairs activities and coordinates public affairs efforts among affected agencies, as appropriate.
11. Manages the Division historical program.
12. Participates in the selection of contract historians and administers the contract after award.